

KELLEY DRYE & WARREN LLP

A LIMITED LIABILITY PARTNERSHIP

WASHINGTON HARBOUR, SUITE 400

3050 K STREET, NW

WASHINGTON, DC 20007

FACSIMILE

(202) 342-8451

www.kelleydrye.com

NEW YORK, NY

LOS ANGELES, CA

CHICAGO, IL

STAMFORD, CT

PARSIPPANY, NJ

(202) 342-8400

BRUSSELS, BELGIUM

AFFILIATE OFFICE

MUMBAI, INDIA

JOHN J. HEITMANN

DIRECT LINE: (202) 342-8544

EMAIL: jheitmann@kelleydrye.com

December 14, 2016

Marlene Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Addendum – Red Pocket Inc. Petition for Streamlined Designation as a Lifeline Broadband Provider Eligible Telecommunications Carrier; WC Docket No. 09-197

Dear Ms. Dortch:

Red Pocket Inc. (Red Pocket or the Company), by its attorneys, submits this letter to update the record and to encourage the Wireline Competition Bureau (WCB or the Bureau) to expeditiously approve the Company's Petition for Lifeline Broadband Provider (LBP) Eligible Telecommunications Carrier (ETC) designation which is currently subject to streamlined review. Specifically, Red Pocket writes to highlight unique advantages of its service offerings which will bring a potent blend of superior network choice, innovative service partnerships, international outreach, and digital inclusion to the Lifeline program.¹

First, Red Pocket is the only LBP applicant with wholesale relationships that enable them to offer service on each of the country's four major wireless network providers. This unique service offering will allow Red Pocket's Lifeline subscribers to bring virtually any new or used mobile device (BYOD) that works in the United States, with very limited exceptions.² Consumers can thus choose the underlying network that works best for them in terms of local coverage where they live or work as well as for a device that they may already own.

Second, Red Pocket possesses unique and strategic distribution relationships that will allow it to reach segments of the U.S. population that may heretofore have been unexposed to the Lifeline program. For example, Red Pocket is the *only* wireless operator in an active strategic

¹ *Telecommunications Carriers Eligible for Universal Service Support; Petitions for Designation as a Lifeline Broadband Provider*, WC Docket Nos. 09-197, 11-42, Order, DA 16-1325 (rel. Dec. 1, 2016) (*LBP Designation Order*). In assessing LBP ETC applications, "the Bureau should consider the unique 'advantages and disadvantages of the applicant's service offerings.'" *Id.*, ¶ 22.

² Exceptions may include devices that are under contract with a carrier or have been reported lost or stolen.

Marlene Dortch
December 14, 2016
Page Two

partnership with eBay. The Company plans to offer its Lifeline subsidy on all of its broadband minimum service standard compliant plans, which eBay helps to promote in the context of this strategic relationship. Via eBay, Red Pocket gains broad exposure to a unique demographic that includes those unable to travel to a store or event to obtain wireless service. Further, Red Pocket also has established a partnership with the Office of the Bronx Borough President, New York City, to participate in local events in elderly and affordable housing communities to promote awareness of enrollment in Lifeline by eligible consumers (Letter from the Office of the Bronx Borough President attached³). Through unique partnerships such as these, Red Pocket can help bring Lifeline services to eligible subscribers who may not presently be aware of the program and their eligibility for it.

Third, Red Pocket's service offerings uniquely address some of the critical social and cultural barriers to broadband participation across the United States, particularly among segments of the U.S. population long underserved by traditional mainstream operators. Red Pocket is the only wireless operator in the United States to offer live customer service in Chinese (Mandarin and Cantonese), Filipino (Tagalog and Ilokano), along with Spanish and English. Further, Red Pocket intends to include free international calling with all of its LBP plans. Calls to China, India, Mexico, Canada, and other select destinations will be rated the same as a domestic call included in any plan offered in conjunction with Red Pocket's Lifeline service. The Company's commitment to digital inclusion is longstanding. For example, Red Pocket was the first U.S. mobile operator to offer mobile handsets with Chinese menus and texting capabilities.

Thanks in part to these unique advantages, hundreds of thousands of non-Lifeline subscribers have already turned to Red Pocket for mobile service over the course of the Company's ten year history.⁴ In addition, there are no significant enforcement actions, investigations, or other regulatory proceedings against Red Pocket.⁵

³ Red Pocket is affiliated with Pinnacle Telecommunications.

⁴ Petition of Red Pocket Inc. for Streamlined Designation as a Lifeline Broadband Provider Eligible Telecommunications Carrier, WC Docket No. 09-197 (filed Oct. 21, 2016), 13-14; see *LBP Designation Order*, ¶¶ 13-17 (citing quantity of non-Lifeline subscribers as an indicator of LBP applicant financial and technical capability).

⁵ See *LBP Designation Order*, ¶ 23.

KELLEY DRYE & WARREN LLP

Marlene Dortch
December 14, 2016
Page Three

For the foregoing reasons, swift approval of Red Pocket's LBP ETC Petition is in the public interest.

Respectfully submitted,



John J. Heitmann
Kelley Drye & Warren LLP
3050 K Street, NW, Suite 400
Washington, DC 20007
(202) 342-8400

Counsel to Red Pocket Inc.

cc: Jodie Griffin
Trent Harkrader
Christian Hoefly
Ryan Palmer



OFFICE OF THE BRONX BOROUGH PRESIDENT
THE BRONX COUNTY BUILDING
851 GRAND CONCOURSE
BRONX, NEW YORK 10451

RUBEN DIAZ JR.
BOROUGH PRESIDENT

TCL. 718-590-3500
FAX. 718-590-3537
E-MAIL: rdiazjr@bronxbp.nyc.gov

July 26, 2016

Tom Wheeler, Chairman
Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

Re: Pinnacle Telecommunications Group, LLC Revised Compliance Plan and
Petition for Limited Designation as an Eligible Telecommunications Carrier; WC
Docket Nos. 09-197, 11-42

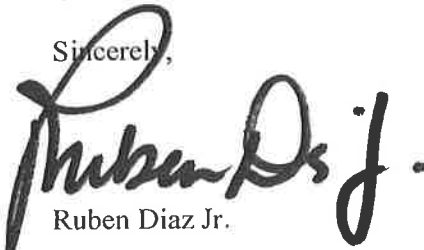
Dear Chairman Wheeler,

I'm writing to commend you and your colleagues for working to support the Federal Lifeline Assistance Program and to inform you that the Office of the Borough of the Bronx, New York City, has invited Pinnacle Telecommunications to work closely with our staff, volunteers, and elected officials to offer the Federal Lifeline Assistance Program to qualifying residents of the Bronx community.

This Office believes that Pinnacle, together with Red Pocket Mobile, has the capability to reach large numbers of our residents who are unserved or underserved and for whom affordability could be addressed by this important program, and thereby make a substantial positive impact on their lives and on the well-being of the Bronx community.

We respectfully request that the Federal Communications Commission process all necessary permissions for Pinnacle to begin offering the Federal Lifeline Assistance Program in the Borough of the Bronx as quickly possible.

Sincerely,


Ruben Diaz Jr.